

Partial
Hand-tail
4/30/82

Overall Preference
(Ment ultra Lights Blue Versus Yellow)

	Ment ultra Lights <u>Smokers</u>	Ment <u>Smokers</u>	Cross- Section Low-Tar <u>Smokers</u>
N =	72	79	101
	<u>%</u>	<u>%</u>	<u>%</u>
Prefer M&T Blue	68	34	40
Prefer M&T Yellow	19	56	47
No Preference	13	10	14

Question: Overall which of the two test cigarettes did you like better -- the Ment ultra Lights in the — pack, or the Ment ultra Lights in the — pack?

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